

Deliverable 3.2

Portfolio of Communication and Dissemination Tools and Resources

Version 1

WP 3
Deliverable 3.2
Lead Beneficiary: ERINN Innovation
Project Title: AQUAculture infrastructures for EXCELlence in European fish research 3.0
Call identifier: Biological and Medical Sciences - Advanced Communities: Research infrastructures in aquaculture
Topic: INFRAIA-01-2018-2019
Grant Agreement No: 871108
Dissemination level: Public
Date: 15.04.2021



Summary

Objective

The objective of Deliverable 3.2 (Portfolio of communication and dissemination tools and resources) is to facilitate AQUAEXCEL3.0 communication and dissemination activities by developing a range of tools and resources to promote and raise widespread awareness of the project and its results amongst stakeholders over the full course of the project.

Rationale

The AQUAEXCEL3.0 portfolio of communication tools and channels will support partners to promote the project, its objectives, and results to a variety of audiences and possible end-users in a consistent and efficient manner.

Work Package 3 leader, ERINN Innovation, have developed communication resources for AQUAEXCEL3.0 including a unique project logo, the accompanying brand guidelines, templates for PowerPoint and poster presentations, the project factsheet, public project website, and social media (Twitter). All materials and tools will be maintained and updated if necessary, and further resources will be developed over the course of the project in line with the project's Description of Action (DoA) as well as in response to project results and partner and stakeholder requirements.

This deliverable report presents a detailed overview of the communication resources and tools that have been developed since the start of the project up until M6 (deliverable due date), as well as gives an overview of the future elements of the portfolio. All resources scheduled to be developed by M6 (project logo, webpage, factsheet, and different templates) have been achieved before this due date.

Team involved in deliverable writing: ERINN Innovation

Contents

Summary	1
Objective	1
Rationale	1
Team involved in deliverable writing:.....	1
1. Objective	3
2. Rationale	3
3. Project Logo	3
4. Branding Guidelines	4
5. Promotional Factsheet.....	5
6. Presentation Templates	5
6.1. Power Point Presentation Template	5
6.2. Poster Presentation Template	5
6.3. Deliverable Template	6
6.4. Milestone Template	6
7. Pull-up Banner.....	6
8. Website	6
9. Social Media	10
10. Project Events and Activities.....	11
11. Project Videos	11
12. Success Stories	12
13. Annual Newsletters.....	12
14. Press Releases and Promotional Articles	12
15. Conclusion.....	12
Annex 1: Branding Guidelines.....	13
Annex 2: Project Factsheet	31
Annex 3: PowerPoint Template	33
Annex 4: Poster Template.....	34
Annex 5: Pull-up Banner(s)	35
Annex 6 – Press Release.....	36
Document Information	37

1. Objective

The AQUAEXCEL3.0 portfolio of communication and dissemination tools and resources has been developed to facilitate the promotion and disseminate the project, its objectives, and findings to a variety of stakeholders and possible end-users. It is intended to help partners communicate about the project and its results in a consistent and efficient manner.

Developing the AQUAEXCEL3.0 communication and dissemination tools and resources began with designing a strong project brand which is an important element of the project as recognition and perception of a brand is highly influenced by its visual presentation. Work Package 3 leader ERINN Innovation developed the project logo and accompanying brand guidelines, a promotional project factsheet, different templates for a variety of presentation forms (oral presentation, poster presentation and reports), the project website, social media (Twitter) and a press release promoting the project kick-off, in the first half year of the project.

Further resources including additional social media channels (if necessary), video guidelines for partners and Research Infrastructures to record videos of facilities, additional press releases and promotional articles, newsletters and other supplementary resources to promote project events and activities (e.g., posters, presentations, gifs and success stories) will be developed over the course of the project. The portfolio of communication tools and resources is an ongoing action of the project, starting in M1 and will be continued throughout the duration of the project.

2. Rationale

The function of the AQUAEXCEL3.0 portfolio of communication and dissemination tools and resources is to provide a range of tools and materials to promote the project objectives, activities and results. Developing a strong brand is an important element of the project; the recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is something that people instantly recognise and associate with the project any time they see it and is subsequently important for project awareness. Effective visual brand identity is achieved by the consistent use of visual elements to create distinction, such as specific graphic elements, fonts and colours.

3. Project Logo

The project logo is an integral part of the brand as it is included in all project promotional material. The final logo was selected through a whole consortium vote which took place during the kick-off meeting in December 2020, with the most popular logo selected. The AQUAEXCEL3.0 logo builds upon the themes of its predecessor projects AQUAEXCEL (Grant Agreement No. 262336) and AQUAEXCEL2020 (Grant Agreement No. 652831) and is constructed using a combination of bold lettering and harmonious colour choices which connects to themes of aquaculture, water and marine species. The icon symbolises the European research network which encompasses fish, shellfish and macroalgae, which are the main areas of focus of the project.

The AQUAEXCEL3.0 project logo is available in two different version, full colour, and mono colour (black and white). There are also options available with the full project name included and without. If

using the logo without the full project name, the project name should be included elsewhere in the dissemination activity, using specific project colours. The suite of logos (figure 1) is available on the AQUAEXCEL3.0 [Communication tools](#) folder in the project's collaborative workspace and can be requested from WP3 leader ERINN Innovation (jane@erinn.eu). Guidance on how to properly utilise the AQUAEXCEL3.0 logo can be found in the Brand Guidelines.



Figure 1: AQUAEXCEL3.0 Logo options in full colour, black and white and without full project name

4. Branding Guidelines

The AQUAEXCEL3.0 Brand Guidelines (Annex 1) offer the means by which all partners in AQUAEXCEL3.0 can achieve the prescribed standards of presentation. The document includes information on the different versions of the project logo and typeface, colour palette, and their correct use. It also provides guidelines for using the project PowerPoint and Poster templates, and details on the correct EU acknowledgement that must be included with all dissemination activities related to the

project. The brand guidelines will be updated if needed over the course of the project. The AQUAEXCEL3.0 Brand Guidelines are also available in the [Communication tools](#) folder in the project's collaborative workspace and can be requested from the WP3 leader ERINN Innovation (jane@erinn.eu).

5. Promotional Factsheet

A promotional factsheet (Annex 2) was designed to give the general audience an overview of the AQUAEXCEL3.0 project. The factsheet describes the projects, its main objectives, consortium, expected results and impacts. The factsheet is a full colour double sided A4 leaflet and is easy for all partners to use when engaging with various audiences. Both 'in-house' and professional printer versions are available. When printing in-house, partners are advised to use 160-180 gms paper.

The factsheet will be used to raise general awareness of the project. Partners are encouraged to distribute the factsheet through their networks and at relevant events to promote the project. External stakeholders and interested parties can download the factsheet from the AQUAEXCEL3.0 website (www.aquaexcel.eu). Partners can also download the full factsheet from the AQUAEXCEL3.0 [Communication tools](#) folder in the project's collaborative workspace or request it from the WP3 leader ERINN Innovation (jane@erinn.eu).

If partners wish to have the factsheet available in another language, they should contact WP3 leader ERINN Innovation (jane@erinn.eu) and follow the protocol outlined in the AQUAEXCEL3.0 Dissemination and Exploitation Plan (D3.1 DEP, section 5.2).

6. Presentation Templates

6.1. Power Point Presentation Template

An AQUAEXCEL3.0 PowerPoint template has been developed to use at internal and external events when presenting the AQUAEXCEL3.0 project and/or its outcomes (Annex 3). The template includes 1. one cover slide providing space for the title of presentation, event, date and the speaker; 2. two main body slides; 3. and a 'Thank you' slide containing relevant contact details for the project. Font typeface, size, style, colour use and other presentation guidelines can be found in the AQUAEXCEL3.0 Brand Guidelines (Annex 1). The template will be updated if needed over the course of the project.

The PowerPoint presentation template is available to download from the [Communication tools](#) folder in the project's collaborative workspace and can be requested from the WP3 leader ERINN Innovation (jane@erinn.eu).

6.2. Poster Presentation Template

An AQUAEXCEL3.0 poster template has been designed and developed for any poster presentations on the project and/or its outcomes (Annex 4). The poster is designed for printing on A0 paper in full colour. Partners who wish to print posters in other dimensions should contact WP3 leader ERINN Innovation (jane@erinn.eu). Font typeface, size, style, colour use and other poster guidelines

can be found in the AQUAEXCEL3.0 Brand Guidelines (Annex 1). The template will be updated if needed over the course of the project.

The poster template is available to download from the [Communication tools](#) folder in the project's collaborative workspace and can be requested from the WP3 leader ERINN Innovation (jane@erinn.eu).

6.3. Deliverable Template

A Word template has been designed and developed for AQUAEXCEL3.0 project deliverables, as well as internal and external reports. The template includes the AQUAEXCEL3.0 branding, set up with heading, formatting, font type, size and colours. This template will be updated if needed over the course of the project.

The deliverable template is available to download from the [Communication tools](#) folder in the project's collaborative workspace and can be requested from the WP3 leader ERINN Innovation (jane@erinn.eu).

6.4. Milestone Template

A Word template has been designed and developed for AQUAEXCEL3.0 project milestones. The template includes the AQUAEXCEL3.0 branding, set up with heading, formatting, font type, size and colours. This template will be updated if needed over the course of the project.

The deliverable template is available to download from the [Communication tools](#) folder in the project's collaborative workspace and can be requested from the WP3 leader ERINN Innovation (jane@erinn.eu).

7. Pull-up Banner

A selection of project pull-up banners has been designed and developed to be showcased at AQUAEXCEL3.0 related events (Annex 5). The pull-up banners are available to download from the [Communication tools](#) folder in the project's collaborative workspace and can be requested from the WP3 leader ERINN Innovation (jane@erinn.eu).

8. Website

The project website (www.aquaexcel.eu) is a key tool for promoting the project and disseminating the project's objective, work plan and results to a wide audience including all stakeholders and possible end-users. The AQUAEXCEL3.0 website has been developed following the EU's best practice guidelines for project website.¹ The website is fully compliant with the General Data Protection Regulation (EU 2016/679, GDPR) by incorporating a privacy statement and cookie bar informing website visitors about what AQUAEXCEL3.0 does with any personal data gathered. Google Analytics is used to track traffic and monitor the use of the website.

¹ http://www.eurosfair.pr.fr/7pc/documents/1271333123_project_website_guidelines_en.pdf

To ensure successful promotion of the project and to sustain the interest of the target audience and attract new users, the website's content will be maintained, continuously updated and populated with new information through the project's lifetime. The website will remain active for five years after the end of the project, to serve as a valuable public resource of research information on the subject and for promoting the outputs of publicly funded research in the domain beyond the project's lifetime.

The website has multiple roles as:

- A **one-stop-access online portal**, providing information on project results, as well as integrating and harmonizing access to European aquaculture RI resources.
- A communication resource to **promote the project**, its objectives, the consortium partnership, funding, project activities and results in research, industry, policy and public arenas
- A communication resources to **showcase results**, key outcomes and major achievements and keep update interested parties on project progress
- A **news portal** and communication resource for project news, notices, press releases, events, media resources and updates from AQUAEXCEL3.0 and associated projects
- A **platform** and **repository** for public deliverables and outputs (data, reports and publications)
- A link to the internal **collaborative workspace**

Website address: www.aquaexcel.eu

Key features:

- **Events section:** events organised by the AQUAEXCEL3.0 consortium, as well as events where AQUAEXCEL3.0 partners are represented and any other events of interest to the partnership such as conferences and workshops related to AQUAEXCEL3.0's domain.
- **Interactive map:** AQUAEXCEL3.0 further developed the all-inclusive inventory of the aquaculture RIs in Europe that was set up during FP7-AQUAEXCEL and maintained in AQUAEXCEL2020. The AQUAEXCEL3.0 interactive map will have new features including short videos on aquaculture facilities and TNA success stories associated with each RI to optimally support the TNA programme. It contains a legend and filter, distinguishing between Research Infrastructures (RIs) which belong to the AQUAEXCEL3.0 TNA program and other European RIs. RIs are further categorised by university, research institute, industry and other.
- **TNA section:** User-friendly interface to attract users and give easy access to information on TNA, detailed information on the features and opportunities provided at the TNA facilities, news, and link to the ARIA TNA application systems (WP1);
- **News section:** is regularly updated with news items about the project as well as any external news items relevant to AQUAEXCEL3.0
- **Results section:** includes a list of open access scientific publications, articles, project deliverables, innovative outputs and any other significant outputs from the project as they become available;
- **Media section:** houses all dissemination products and activities including newsletters, press releases, videos and the project factsheet;
- **Training courses:** this section includes the upcoming and current AQUAEXCEL3.0 training courses and access to application forms and registration information;

On the homepage, the top menu bar contains buttons leading to all the sections of the website 'Home', 'About', 'Transnational Access', 'Interactive map', 'Training courses', 'Results', 'Events', 'Media' and 'News'. Other useful links on the homepage include: a link to the AQUAEXCEL3.0 Intranet (project collaborative workspace), a 'subscribe' button, direct links to the AQUAEXCEL3.0 Twitter Account and archived past project websites and a search bar. Screengrabs of the website can be seen in the figures below:

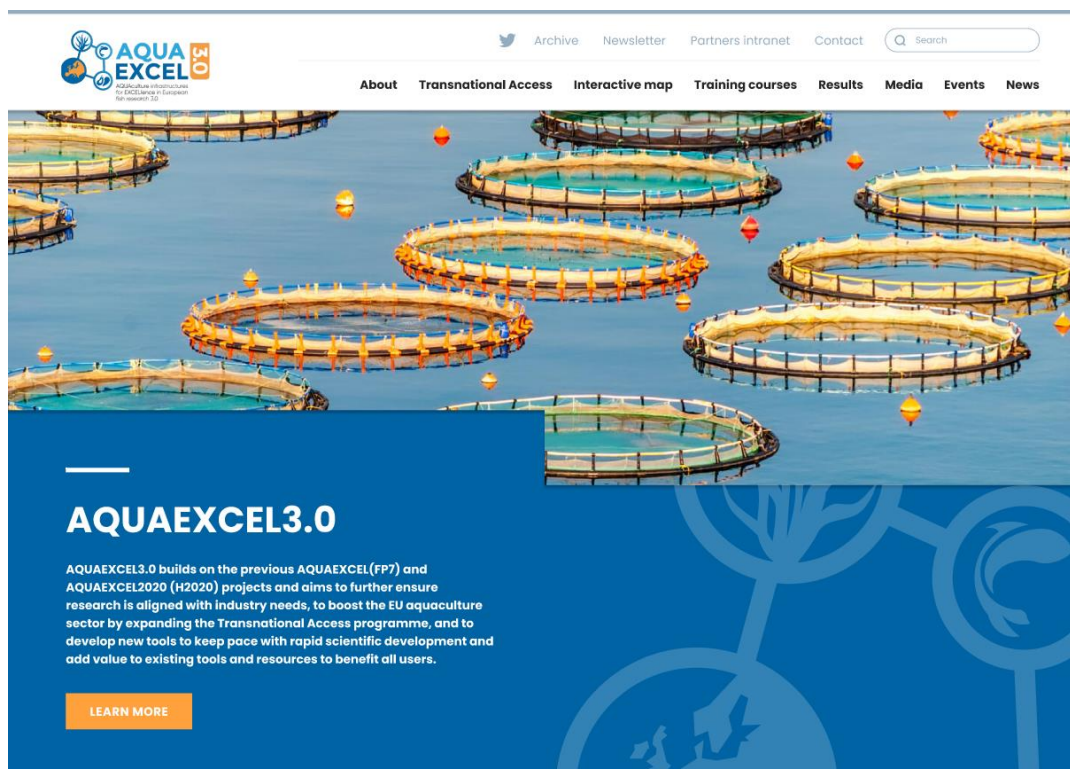




Figure 2: AQUAEXCEL3.0 Homepage



Archive Newsletter Partners intranet Contact Search

About Transnational Access Interactive map Training courses **Results** Media Events News



Results

Key project outputs such as deliverables, publications, reports and AQUAEXCEL3.0 Impact Plans and open access data will be added once they become available. This page will be updated regularly, so make sure to check back again soon!


Impact Plans
Coming soon

Public Deliverables
See more >

Publications
See all publications >

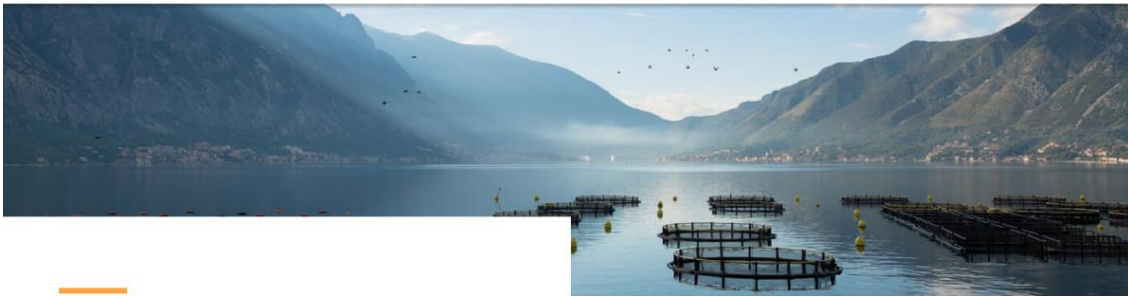
Virtual Laboratory
See more >

Figure 3: AQUAEXCEL3.0 Results page

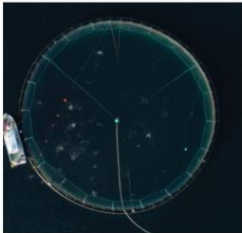


Archive Newsletter Partners intranet Contact Search

About Transnational Access Interactive map Training courses **Results** Media Events **News**



News



AQUAEXCEL2020 project carried out in SINTEF ACE featured in Norwegian SciTech News
6 Jan 2021

An AQUAEXCEL2020 TNA project has been featured in Norwegian SciTech News. The project, focused on improving salmon feeding process with the Smart System for Feeding Control (SICA),

[READ MORE](#)

News Archive

AquaExcel 1.0 - 20XX - 20XX >

AquaExcel 2.0 - 20XX - 20XX >

Filter by:

Consortium
Meeting
Newsletter

Figure 4: AQUAEXCEL3.0 News page

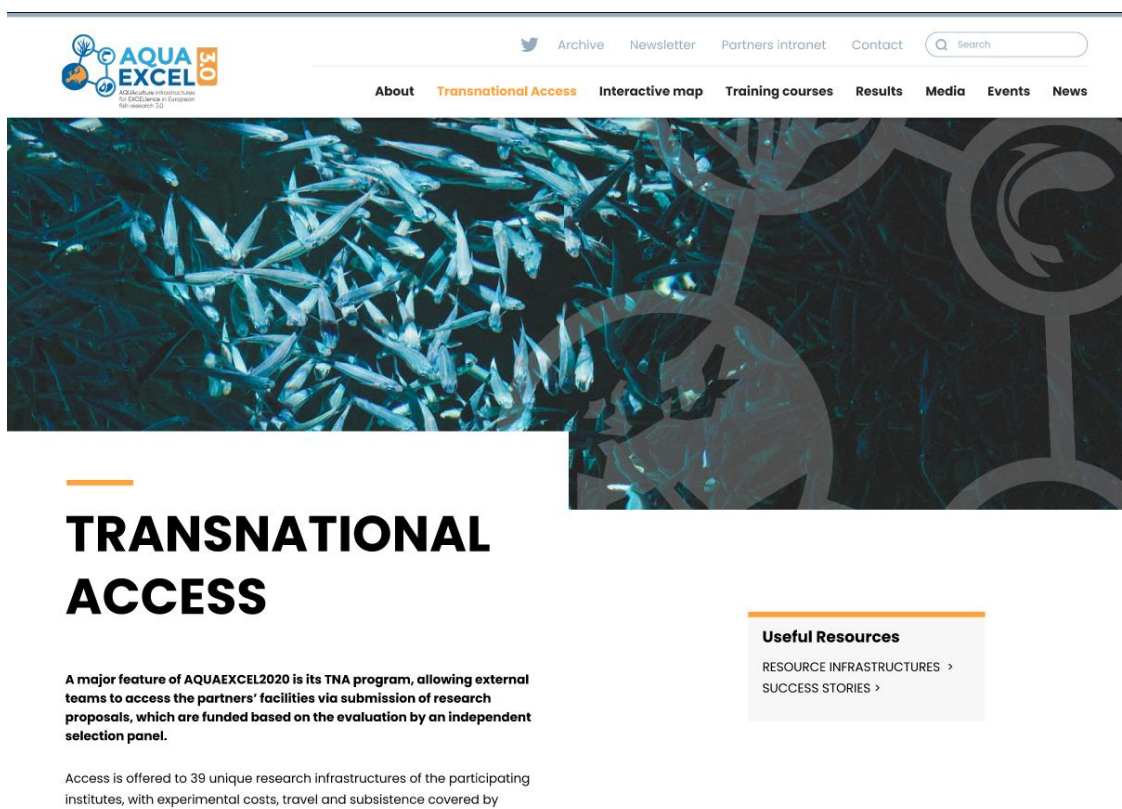


Figure 5: AQUAEXCEL3.0 TNA page

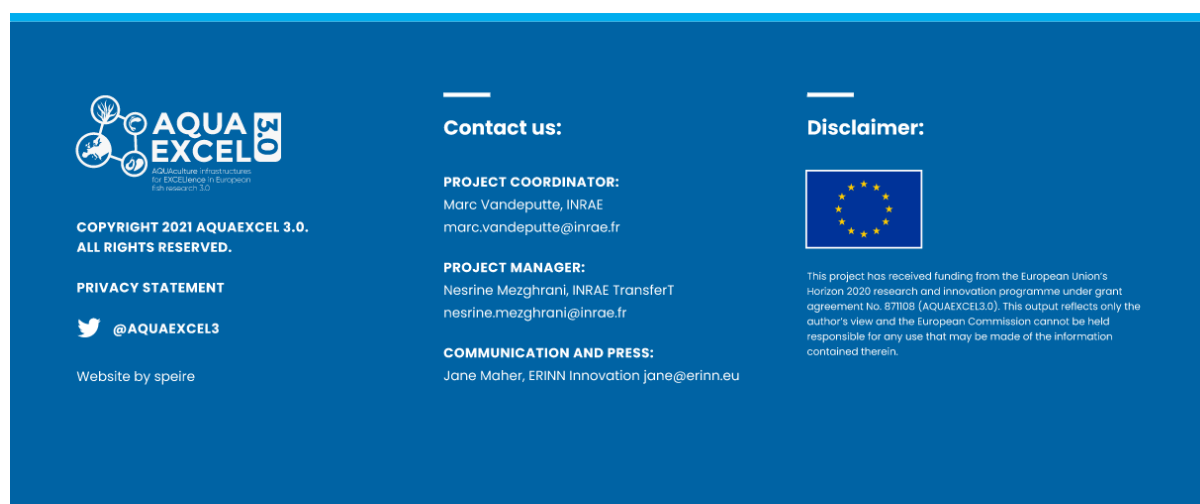


Figure 6: AQUAEXCEL3.0 footer

9. Social Media

Social networking is an important part of the AQUAEXCEL3.0 communication strategy (DEP – D3.1, section 5.4). The dedicated Twitter account for AQUAEXCEL3.0 (<https://twitter.com/AQUAEXCEL3>), which builds upon the existing AQUAEXCEL project account, was established with the new and updated branding in November 2020 (M1) and is used to retweet relevant information. The Twitter page is maintained by WP3 leader ERINN Innovation and project related tweets are posted regularly

in accordance with the H2020 social media guide for EU-funded projects.² Other social media accounts might be created if deemed necessary. AQUAEXCEL3.0 will make effective use of partnership existing social media accounts at both institute and personal level, to reach as wide an audience as possible.

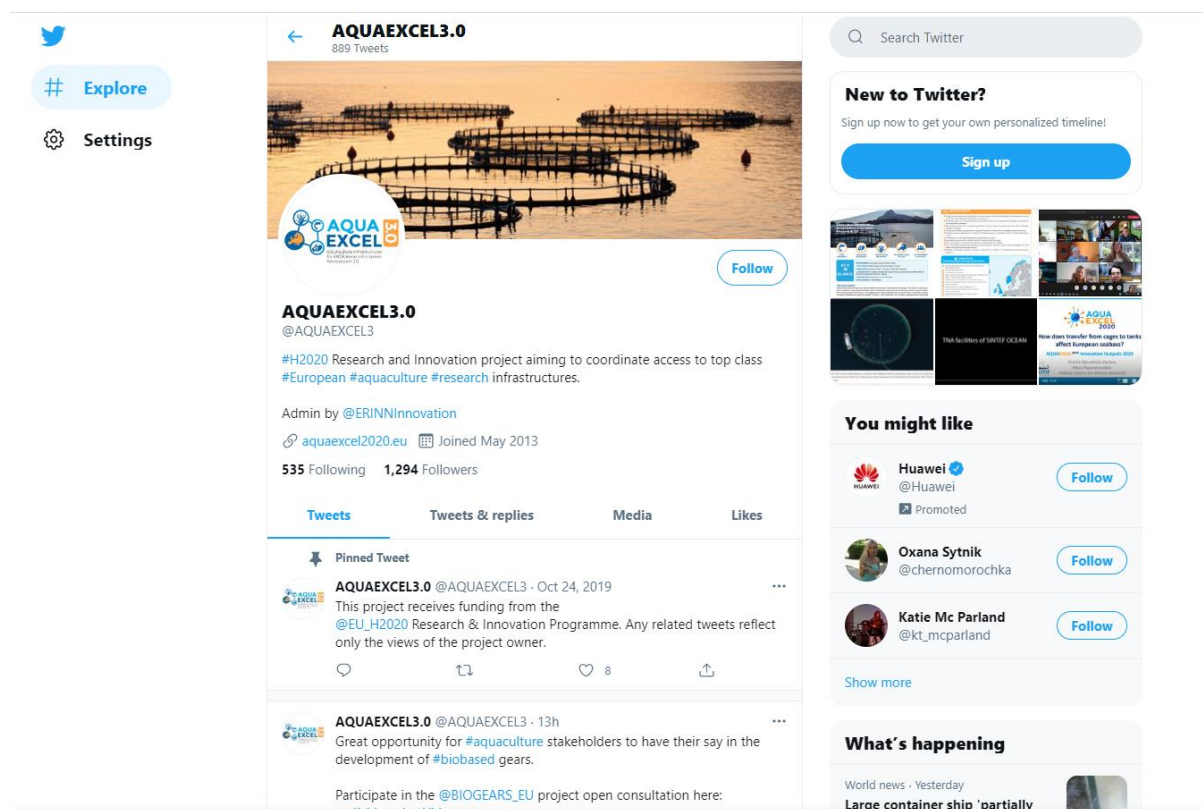


Figure 7: AQUAEXCEL3.0 Twitter page

10. Project Events and Activities

AQUAEXCEL3.0 partners will host and attend a series of events during the project lifetime including consortium meetings, training courses, brokerage events and will attend key conferences in the aquaculture field such as the yearly Aquaculture Europe Conferences, to promote the project and its results. These events and other project activities will be widely promoted through social media campaigns, issuing of press releases, promotion on the project website and the development of additional resources as required. For AQUAEXCEL3.0 led events, such as the training courses and brokerage events, promotional material and relevant resources will be created.

11. Project Videos

Numerous videos will be created to showcase the project, in particular highlighting Research Facilities and TNA success stories (linking with WP1 and WP2). ERINN Innovation will develop a

²http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

guidance document to help RI managers and TNA users make these videos promoting their facilities and results (MS12, due in M10 – August 2021), these videos will be shared through the project website and on social media for widespread promotion.

12. Success Stories

As part of the knowledge management and transfer activities carried out through WP2, ERINN Innovation will develop Success Stories for the most innovative and industry-relevant outputs selected by the Industry Research Advisory Panel (IRAP) committee. These Success Stories will be disseminated at relevant events, in particular the AQUAEXCEL3.0 brokerage events (WP2), yearly Aquaculture Europe events, sector-specific events such as EATiP and FEAP AGMs and webinars. They will also be uploaded to the project website, and they will contribute to the promotion of both the TNA, Research Facilities and AQUAEXCEL3.0 research results on a wider level.

13. Annual Newsletters

An annual newsletter will be developed and shared widely through Mail Chimp, the first newsletter will be published in M12 (November 2021) and will showcase project updates, interviews with partners, key events of interest and other relevant information about the project.

14. Press Releases and Promotional Articles

The first press release, following the AQUAEXCEL3.0 project kick-off meeting, was published on 7 December 2020 (Annex 6). The press release was widely distributed through Cordis, ERINN Innovation's own networks (approved GDPR mailing lists and related project networks) and AQUAEXCEL3.0 consortium, AQUAEXCEL3.0 Twitter account, and is available from the AQUAEXCEL3.0 project website on the Media page.

Further press releases and promotional articles will be produced when major project outcomes become available and will be distributed widely.

15. Conclusion

The aim of this deliverable D3.2 was to develop a range of strong communication and dissemination tools and resources to raise widespread awareness of the project and its results amongst stakeholders. This report highlights the key work done to date (April 2021 - M6) in developing these resources and tools to facilitate communication activities carried out by all partners throughout the project, as well as outlining expected future resources. The portfolio of communication resources currently includes: the project logo and associated brand guidelines, promotional factsheet, PowerPoint template, poster template, Word / Deliverable template, public project website and social media (Twitter).

Annex 1: Branding Guidelines



BRAND GUIDELINES



AQUAEXCEL3.0 **Brand Guidelines**

CONTENTS

	PAGE
INTRODUCTION	3
LOGO	4
Logo	5
One Colour Logo	6
Correct Use of Logo	7
Incorrect Use of Logo	11
Typefaces	12
Colour Palette	13
APPLICATION	14
PowerPoint Presentation	15
PowerPoint Poster	16
Word Template	17
Acknowledgement of EU funding	18

3 AQUAEXCEL3.0 Brand Guidelines

INTRODUCTION

Brand guidelines

The brand guidelines set out in this manual for **AQUAEXCEL3.0** offer the means by which all **AQUAEXCEL3.0** partners can achieve the prescribed standards of presentation related to the **AQUAEXCEL3.0** project.

It is recommended that partners follow the standards given in this manual to ensure a high standard of project presentation in all **AQUAEXCEL3.0** dissemination activities.

For any queries regarding the implementation of the **AQUAEXCEL3.0** brand guidelines, please contact Jane Maher, (jane@erinn.eu).

aquaexcel.eu

4 AQUAEXCEL3.0 Brand Guidelines

LOGO

5 AQUAEXCEL3.0 Brand Guidelines

LOGO

The **AQUAEXCEL3.0** logo is constructed using a combination of rounded bold lettering, harmonious colour choices and illustration.

This section gives you guidelines on how to use the logo in any format, for example the recommended type face to use, the colour palette and best use of the logo on different backgrounds.



Colour Logo

6 AQUAEXCEL3.0 Brand Guidelines

ONE COLOUR LOGO

The one colour version logos are intended for applications that are restricted in colour, such as fax, memo etc. or any time it is not possible to use colour printing techniques.



Black logo



White logo

7 AQUAEXCEL3.0 Brand Guidelines

CORRECT USE OF LOGO

Colour background variations

The preferred background for the **AQUAEXCEL3.0** logo is white, but there will be some instances where the logo needs to be used over a colour other than white. In this case, you may have to use either the white or black version of the logo.

Whether the logo is being used in full colour, black or white, please ensure that the logo is always legible and there is sufficient contrast between all the elements; particularly when using the logo with the tagline to ensure the text is legible.



Correct

The full colour logo is only fully visible on a light background.



Incorrect

The full colour logo is not fully visible on a background similar in colour to the logo itself.



Correct

The white logo is only fully visible on a dark background.



Incorrect

The black logo is not fully visible on a dark background.



Correct

The black logo is only fully visible on a light background.



Incorrect

The white logo is not fully visible here on a light background.

8 AQUAEXCEL3.0 Brand Guidelines

CORRECT USE OF LOGO (CTD.)

Photographic background variations

The preferred background for the **AQUAEXCEL3.0** logo is white, but in some cases it is necessary to use the logo over images. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct

The full colour logo is fully visible on a light image.



Incorrect

The full colour logo is not fully visible on an image similar in colour to the logo.



Correct

The white logo is fully visible on a dark image.



Incorrect

The black logo is not fully visible on a dark image.



Correct

The black logo is fully visible on a light image.



Incorrect

The white logo is not fully visible on a light image.

9 AQUAEXCEL3.0 Brand Guidelines

CORRECT USE OF LOGO (CTD.)

Clearance space

Clearance space is the area surrounding the logo that should be kept free of other graphical elements. You should allow sufficient space around the logo.

The minimum required space to use around the logo is the height/width of the seaweed icon from the logotype.



Clearance space for logo

10 AQUAEXCEL3.0 Brand Guidelines

CORRECT USE OF LOGO (CTD.)

Minimum size

The **AQUAEXCEL3.0** logo can be increased to any size you require however the minimum size the logo should be displayed at only at 34mm in width. Where possible, the logo should not be used below these sizes as legibility will be compromised.

Identity without
tagline



Identity with tagline



11 AQUAEXCEL3.0 Brand Guidelines

INCORRECT USE OF LOGO

What not to do

Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

✗ Do not distort logo



✗ Do not modify colours



✗ Do not rearrange elements



✗ Do not add elements



✗ Do not distort the icon



✗ Do not modify proportion



12 AQUAEXCEL3.0 Brand Guidelines

TYPEFACES

Primary – Gilroy (Graphic Design Use Only)

Gilroy is the primary **AQUAEXCEL3.0** typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold.

Gilroy is primarily used for print design.

Gilroy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+="

Gilroy Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+="

Secondary – Calibri (General Use)

Calibri is the secondary **AQUAEXCEL3.0** typeface. Calibri reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, Powerpoint, Excel etc.

Calibri Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc.

Calibri is packaged with all Microsoft and Macintosh computers.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+="

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+="

13 AQUAEXCEL3.0 Brand Guidelines

COLOUR PALETTE

Print

The CMYK values are required when preparing materials for professional print jobs.

In-office printing will provide varied results depending on equipment and as a result, 100% colour accuracy cannot be expected.

Web

The RGB values are required when preparing materials for the web.

It is important to note that the calibration of monitors, desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across

AQUAEXCEL3.0 Blue

C 93	R 0
M 62	G 99
Y 9	B 164
K 1	#0063a4

AQUAEXCEL3.0 Grey

C 45	R 147
M 27	G 172
Y 20	B 191
K 0	#93acbf

AQUAEXCEL3.0 Light Orange

C 0	R 255
M 44	G 161
Y 84	B 61
K 0	#ffa13d

AQUAEXCEL3.0 Light Blue

C 69	R 0
M 14	G 173
Y 0	B 238
K 0	#00adee

14 AQUAEXCEL3.0
Brand Guidelines

APPLICATION

15 AQUAEXCEL3.0 Brand Guidelines

POWERPOINT PRESENTATION

Cover, context & closing slides

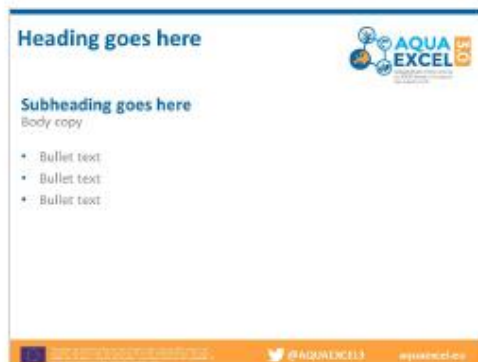
Please follow the PowerPoint template where possible. The recommended font is Calibri.

Title slide layout



Content slide layouts

We suggest using 22pt for body font size, 28pt for subheadings, and at least 36pt for headings.



Closing slide layout

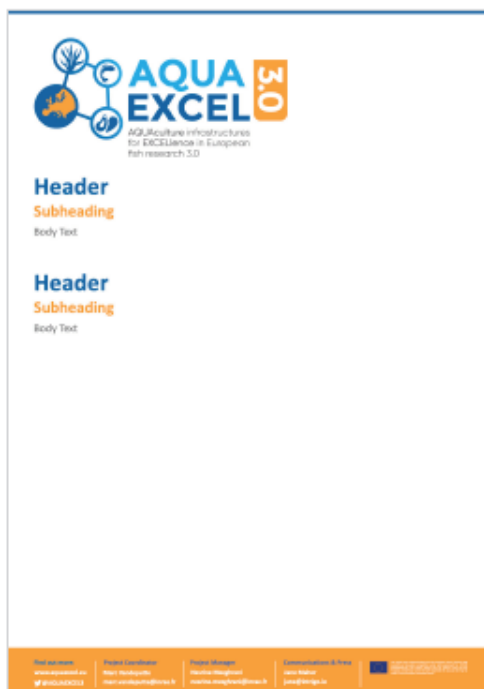


16 AQUAEXCEL3.0 Brand Guidelines

POWERPOINT POSTER

Please follow the PowerPoint template where possible. It is A0 in size. The recommended font is Calibri. There are 2 colour options for the posters.

Poster background layouts



[illegible]

18 AQUAEXCEL3.0 Brand Guidelines

Acknowledgement of EU funding

All publications or any other dissemination relating to results should include the EU emblem and the following statement to indicate that said results were generated with the assistance of financial support from the EU:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 871108 (AQUAEXCEL3.0). This output reflects only the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.

A combined EU emblem and disclaimer graphic is available in the **AQUAEXCEL3.0** logo suite.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 871108 (AQUAEXCEL3.0). This output reflects only the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.

EU emblem

High-resolution versions of the emblem can be found here:

europa.eu/about-eu/basicinformation/symbols/flag



Annex 2: Project Factsheet



 **@AQUAEXCEL3**
aquaexcel.eu



**AQUAculture infrastructures
for EXCELlence in European
fish research 3.0**


**FISH
RESEARCH**


**SHELLFISH
RESEARCH**


**MACROALGAE
RESEARCH**


**TRANSNATIONAL
ACCESS**


**NETWORKING
ACTIVITIES**

**AT A
GLANCE**

PROGRAMME: European Union Horizon 2020

TYPE OF ACTION: Research and Innovation Action

DURATION: November 2020 – October 2025 (60 months)

COORDINATOR: Institut national de recherche pour l'agriculture, l'alimentation et l'environnement (INRAE), France

CONSORTIUM: 22 partners in 13 countries

TOTAL BUDGET: €9.9 Million

THE CHALLENGE

Aquaculture now provides over half of seafood for human consumption worldwide. The sector continues to grow annually to meet global demand, and is the fastest growing animal production sector. However, within the EU, aquaculture production is still lagging, with a high dependency on imported fish remaining. Shifting consumer preferences, growing welfare concerns, new standards, and climate change are also affecting the industry. The sector's sustainable growth can only be achieved through efficient and responsible production of high-value fish products. For the EU to maintain its global leadership in aquaculture research and sustainable development of the sector, better translation of research excellence into innovation and industrial growth is needed.

PROJECT OBJECTIVES

AQUAEXCEL3.0 aims to further boost the EU aquaculture sector by expanding the Transnational Access programme to support more external research teams collaborating with its high-quality facilities, providing free training courses on the latest topics and ensuring research is aligned with industry needs. **AQUAEXCEL3.0** builds on the previous **AQUAEXCEL** (FP7) and **AQUAEXCEL²⁰²⁰** (H2020) projects and aims to develop new tools to keep pace with rapid scientific development and add value to existing tools and resources to benefit all users. It continues to have fish as its main target, but also includes shellfish, macroalgae, marine worm and insect research to push towards lower trophic level aquaculture.

40 top class European aquaculture research facilities covering biology to technology, in all types of rearing systems, all major EU farmed species, and the most promising new species.

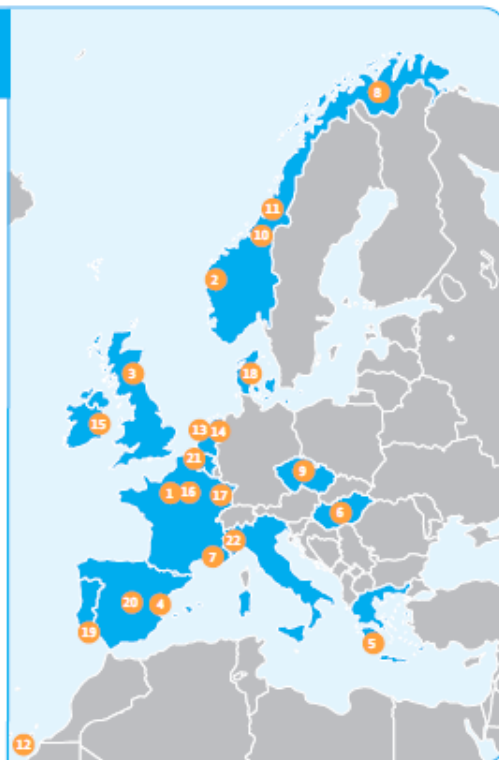
EXPECTED RESULTS

- ✓ Online portal providing information on project results which will integrate and harmonize access to 40 top class Research Infrastructure resources.
- ✓ Facilitate up to 200 Transnational Access projects which will consolidate the global leadership of EU aquaculture research.
- ✓ Partnership with the EU aquaculture industry to boost research and advance the EATiP Strategic Research agenda.
- ✓ Technician mobility programme to support Research Infrastructure managers and technicians.
- ✓ Further develop awareness of Research Infrastructures as innovation tools for the aquaculture sector.
- ✓ A laboratory to simulate aquaculture experiments *in silico*.
- ✓ Innovative experimental models using the latest biotechnologies.
- ✓ New procedures to monitor and improve experimental fish welfare.
- ✓ Four free distance learning training courses based on new key results and knowledge from the latest innovative aquaculture results.
- ✓ Industry brokerage events to transfer results from a variety of Transnational Access research projects.

CONSORTIUM

The consortium comprises 22 partners based in 13 European countries, who are considered leaders in their respective domains of expertise.

- 1 Institut national de recherche pour l'agriculture, l'alimentation et l'environnement (INRAE)
- 2 Havforskninginstituttet (IMR)
- 3 The University of Stirling (UoS)
- 4 Agencia Estatal Consejo Superior de Investigaciones Científicas (CSIC)
- 5 Hellenic Centre for Marine Research (HCMR)
- 6 Hungarian University of Agriculture and Life Sciences (HAKI)
- 7 Institut Français de Recherche pour l'Exploitation de la Mer (Ifremer)
- 8 Notima AS (NOFIMA)
- 9 Jihočeská univerzita v Českých Budějovicích (JU)
- 10 Norges Teknisk-Naturvitenskapelige Universitet (NTNU)
- 11 SINTEF OCEAN AS (SO)
- 12 Universidad de Las Palmas de Gran Canaria (ULPGC)
- 13 Wageningen University (WU)
- 14 Stichting Wageningen Research (WR)
- 15 ERINN Innovation Limited (ERINN)
- 16 INRA Transfert S.A. (IT)
- 17 Université de Lorraine (UL)
- 18 Danmarks Tekniske Universitet (DTU)
- 19 Centro de Ciências do Mar do Algarve (CCMAR)
- 20 Instituto Español de Oceanografía (IEO)
- 21 European Aquaculture Technology and Innovation Platform (EATiP)
- 22 Università Degli Studi DI Torino (UNITO)



CONTACT US

Coordination: Marc Vandeputte, INRAE, marc.vandeputte@inrae.fr

Project Management: Nesrine Mezghrani, INRAE Transfert, nesrine.mezghrani@inrae.fr

Communication & Press: Jane Maher, ERINN Innovation, jane@erinn.eu


 @AQUAEXCEL3
aquaexcel.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 871008 (AQUAEXCEL3.0). This output reflects only the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.

Designed and developed by
ERINN Innovation

Annex 3: PowerPoint Template




**AQUA
EXCEL** 3.0
AQUAculture infrastructures
for EXCELlence in European
fish research 3.0

Title of presentation goes along here

Event and date

Presenter's name and affiliation

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 971108 (AQUAEXCEL3.0). This content reflects the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.

 @AQUAEXCEL3 aquaexcel.eu

Heading goes here



Subheading goes here


Body copy

- Bullet text
- Bullet text
- Bullet text

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 971108 (AQUAEXCEL3.0). This content reflects the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.


 @AQUAEXCEL3 aquaexcel.eu

Heading goes here



• Body copy

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 971108 (AQUAEXCEL3.0). This content reflects the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.

 @AQUAEXCEL3 aquaexcel.eu



**AQUA
EXCEL** 3.0
AQUAculture infrastructures
for EXCELlence in European
fish research 3.0

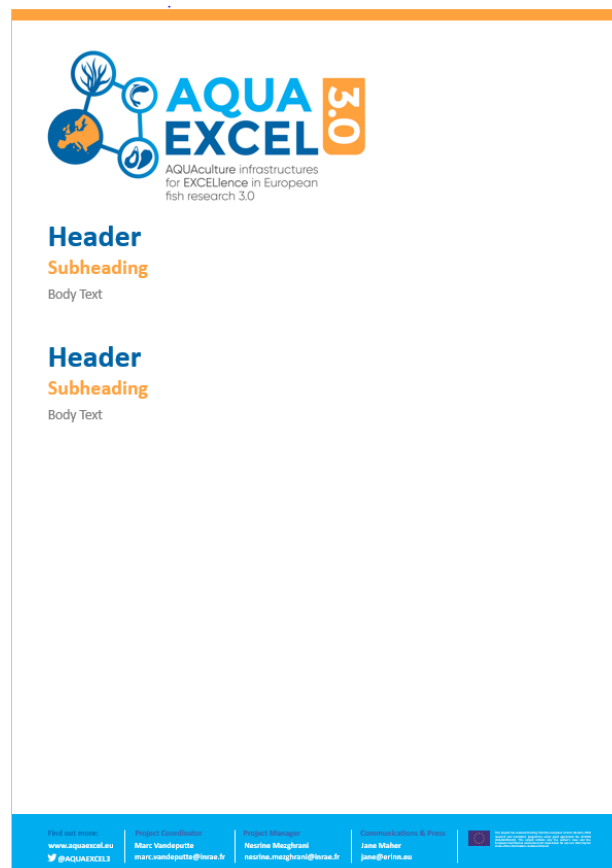
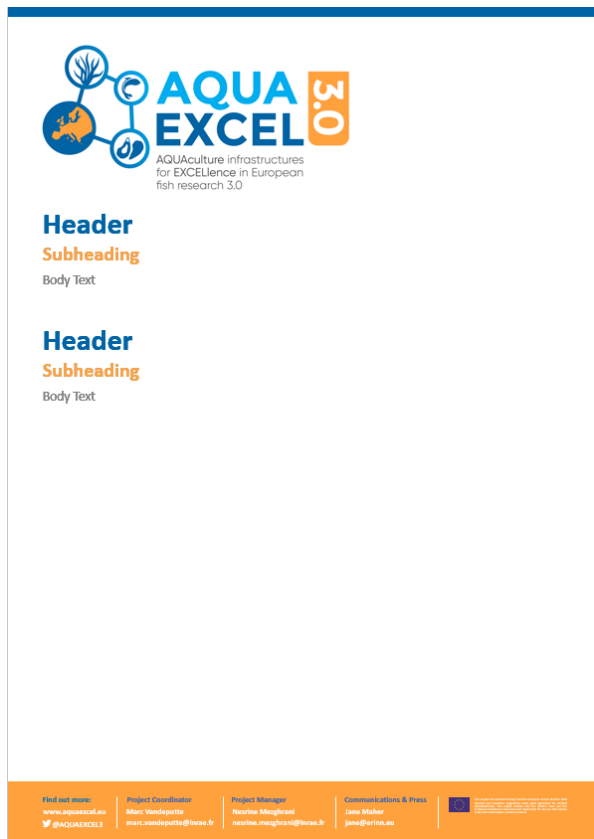
CONTACT US:

Communications & Press	Project Coordinator	Project Manager
Jane Maher	Marc Vandeputte	Nesrine Mezghrani
Email: jane@erinn.eu	Email: marc.vandeputte@inrae.fr	Email: nesrine.mezghrani@inrae.fr

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 971108 (AQUAEXCEL3.0). This content reflects the author's view and the European Commission cannot be held responsible for any use that may be made of the information contained therein.

 @AQUAEXCEL3 aquaexcel.eu

Annex 4: Poster Template



Annex 5: Pull-up Banner(s)

 @AQUAEXCEL3
aquaxcel.eu




**AQUAculture infrastructures
for EXCELlence in European
fish research 3.0**

 FISH
RESEARCH
  SHELLFISH
RESEARCH
  MACROALGAE
RESEARCH
  TRANSNATIONAL
ACCESS
  NETWORKING
ACTIVITIES



CONTACT DETAILS

Lead partner aquaxcel.eu @AQUAEXCEL3	Project Coordinator Marc Vandenputte m.vandenputte@aquaxcel.eu	Project Managers Karin Weylandt k.weylandt@aquaxcel.eu Marie Weylandt m.weylandt@aquaxcel.eu	Communication & Press Anne Mäkelä a.makela@aquaxcel.eu
---	---	---	---

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019719. The views and opinions expressed herein do not necessarily reflect those of the European Union.

 @AQUAEXCEL3
aquaxcel.eu




 SHELLFISH
RESEARCH
  MACROALGAE
RESEARCH
  TRANSNATIONAL
ACCESS
  NETWORKING
ACTIVITIES
  FISH
RESEARCH

**AQUAculture infrastructures
for EXCELlence in European
fish research 3.0**

CONTACT DETAILS

Lead partner aquaxcel.eu @AQUAEXCEL3	Project Coordinator Marc Vandenputte m.vandenputte@aquaxcel.eu	Project Managers Karin Weylandt k.weylandt@aquaxcel.eu Marie Weylandt m.weylandt@aquaxcel.eu	Communication & Press Anne Mäkelä a.makela@aquaxcel.eu
---	---	---	---

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019719. The views and opinions expressed herein do not necessarily reflect those of the European Union.

 @AQUAEXCEL3
aquaxcel.eu




 SHELLFISH
RESEARCH
  MACROALGAE
RESEARCH
  TRANSNATIONAL
ACCESS
  NETWORKING
ACTIVITIES
  FISH
RESEARCH

**AQUAculture infrastructures
for EXCELlence in European
fish research 3.0**

CONTACT DETAILS

Lead partner aquaxcel.eu @AQUAEXCEL3	Project Coordinator Marc Vandenputte m.vandenputte@aquaxcel.eu	Project Managers Karin Weylandt k.weylandt@aquaxcel.eu Marie Weylandt m.weylandt@aquaxcel.eu	Communication & Press Anne Mäkelä a.makela@aquaxcel.eu
---	---	---	---

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019719. The views and opinions expressed herein do not necessarily reflect those of the European Union.

Annex 6 – Press Release

Follow the latest news and projects about COVID-19 and the European Commission's coronavirus response

European Commission | CORDIS
EU research results

English EN

Search

HOME RESULTS PACKS RESEARCH EU MAGAZINES NEWS & EVENTS PROJECTS & RESULTS ABOUT US

LOG IN

News

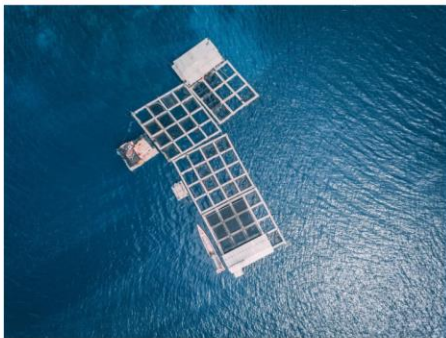
EN

AQUAEXCEL continues on its successful path to further boost European aquaculture: launch of AQUAEXCEL3.0

Eagerly awaited by the European aquaculture community familiar with the many benefits that the previous AQUAEXCEL projects provided, AQUAEXCEL3.0 has now officially launched.

CLIMATE CHANGE AND ENVIRONMENT FOOD AND NATURAL RESOURCES

SCIENTIFIC ADVANCES



© Intrigo


Contributor

Contributed by:
Intrigo
Ireland

Contact:
Jane Maher

See more articles from this contributor

Related projects



HORIZON 2020

PROJECT

AQUAEXCEL3.0

AQUAculture infrastructures
for EXCELlence in European
fish research 3.0

26 January 2021

AQUAEXCEL3.0 aims to further boost the European aquaculture sector by, amongst others, expanding the Transnational Access programme to support even more external research teams collaborating with its high-quality facilities, providing free training courses on the latest topics and engaging closely with industry to ensure research is aligned with industry needs.

Aquaculture now provides over half of seafood for human consumption worldwide. To meet the increasing demand for seafood globally, aquaculture is growing annually and has been the fastest growing animal production sector in the world for decades now. However, within the EU aquaculture production has been lagging behind and there remains a high dependency on imported fish for consumption. The aquaculture industry landscape is also changing, with new consumer preferences, growing concern for environment and animal welfare issues, new standards and effects of global climate change.

Sustainable growth of the sector can only be achieved through efficient production of high value fish products in an environmentally and ethically responsible way, supported by high-level research and innovation. In order for the EU aquaculture sector to maintain its global leadership in aquaculture research and support the sustainable development of the sector, an open and inclusive dialogue between industry, science and policy, as well as between experts across different disciplines is required.

AQUAEXCEL3.0 builds on the achievements of the previous AQUAEXCEL (FP7) and AQUAEXCEL2020 (H2020) projects, with the ambition to boost this effort in a user-centric approach. AQUAEXCEL3.0 will continue to have fish as its main target but will widen its scope by including shellfish and macroalgae research facilities to push towards lower trophic level aquaculture.

Dr Marc Vandeputte, AQUAEXCEL3.0 coordinator, said "The continued engagement of the EC to support the AQUAEXCEL network really gives a chance to any researcher in Europe to run a project with the top aquaculture facilities available. This is a unique opportunity to give the best support to the best ideas. Aquaculture also needs better support for the public, and for this we will work on improving fish welfare and on recycling nutrients with algae, shellfish, worms and insects which can be used directly or as raw materials for aquaculture feeds."

AQUAEXCEL3.0 will help to further boost European aquaculture by integrating 40 top class research facilities from biology to technology in all types of rearing systems, covering all major EU farmed species as well as promising new species, including at lower trophic levels. The project will expand access to high-quality services and resources, covering all scientific fields relevant to research and innovation in aquaculture. Through a strong partnership, the project will boost excellent research and sustainable innovation for both public and private sectors working in aquaculture.

Almost 200 Transnational Access projects are planned over the duration of the 5-year project. These are expected to consolidate the global leadership of European aquaculture research, as researchers will be able to perform their research projects free of charge, with access to infrastructures which are not available in their country of origin. AQUAEXCEL3.0 will also provide online training courses that build upon the newest results and experience from previous courses. In addition, improving the use of animal experiments for research according to Reduction, Refinement and Replacement is integral to the AQUAEXCEL3.0 concept.

Contact us:
Project Coordinator: Marc Vandeputte (marc.vandeputte@inrae.fr)
Project Management: Nesrine Mezghrani (nesrine.mezghrani@inrae.fr)
Press and Communications: Jane Maher, Intrigo (jane@intrigo.eu)

To keep up to date with the AQUAEXCEL network, please visit aquaexcel2020.eu. A new project website is coming soon.

Keywords

aquaculture, H2020, Horizon2020, research infrastructures, fish research, transnational access

Share this page

Twitter Facebook LinkedIn Email

Last update: 10 December 2020
Record number: 429618

Booklet My Booklet

Document Information

EU Project	No 871108	Acronym	AQUAEXCEL3.0
Full Title	AQUAculture infrastructures for EXCELlence in European fish research 3.0		
Project website	www.aquaexcel.eu		

Deliverable	N°	D3.2	Title	Portfolio of communication and dissemination tools and resources
Work Package	N°	3	Title	Capacity building, communication, dissemination and impact
Work Package Leader	ERINN Innovation			
Work Participants	All			

Lead Beneficiary	ERINN Innovation (P 15)			
Authors	Jane Maher, ERINN (jane@erinn.eu) Marieke Reuver, ERINN (marieke@erinn.eu)			
Reviewers	Nesrine Mezghrani, INRAE Transfert, (nesrine.mezghrani@inrae.fr) Marc Vandeputte, INRAE (marc.vandeputte@inrae.fr)			

Due date of deliverable	30.04.2021
Submission date	15.04.2021
Dissemination level	PU ³
Type of deliverable	R ⁴

Version log			
Issue Date	Revision N°	Author	Change
15.04.2021	V1	Jane Maher Marieke Reuver	First version

³Dissemination level (DELETE ACCORDINGLY): **PU**: Public, **CO**: Confidential, only for members of the consortium (including the Commission Services), set out in Model Grant Agreement, **CL**: Classified, information as referred to in Commission Decision 2001/844/EC

⁴ Nature of deliverable (DELETE ACCORDINGLY): **R**: Report, **DEM**: Demonstration, pilot, prototype, plan design, **DEC**: Website, patent filing, market studies, press & media, videos, **Other**: Software, technical diagram, etc., **Ethics**: Ethics deliverable